

Report Date: 25 Feb 2015

**Summary Report for Individual Task
805K-79R-4002
Manage a Recruiting Center's School Program
Status: Approved**

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD5 - This product/publication has been reviewed by the product developers in coordination with the Fort Knox, KY foreign disclosure authority. This product is releasable to students from all requesting foreign countries without restrictions.

Condition: You have high schools and colleges assigned to your recruiting center. You have access to Leader Zone, School Zone, Business Intelligence Zone, UR 350-13, UM 3-0 and the Company Level School Recruiting Plan.

Standard: Assign recruiting centers secondary and postsecondary school to recruiters; validate completion of school folders within SZ by completing the Evaluated By section; introduce recruiters to the layout of the centers area of operation and assigned secondary and post secondary schools; supervise the accomplishment of recruiter responsibilities IAW UR 350-13, para 1-5.g.

Special Condition: None

Safety Risk: Low

MOPP 4:

Task Statements

Cue: None

DANGER

None

WARNING

None

CAUTION

None

Remarks: None

Notes: All required references can be accessed at the following link: <https://sites.google.com/a/goarmy.com/publications-library/home>

Performance Steps

1. Gain intelligence needed to establish an understanding of each school.

- a. Visit each school at the beginning of the school year to visit important COI/VIPs, and introduce new recruiters so they become familiar with the campus and the school's policies and procedures.
- b. Validate that the recruiting center is linked to all assigned schools through social media networks.
- c. Obtain directory information as soon as available, preferably before the start of each semester/quarter.
- d. Ensure student directories are loaded into the Advanced Lead Refinement List (ALRL) in the recruiter's workstation.
- e. Plan training to ensure all recruiters are familiar with USAREC Reg 350-13 and Company Level School Recruiting Plan.
- f. Ensure Recruiters update schools' information in the School Zone folders.

2. Assess the school's environment and establish objectives.

- a. Identify each college to promote the Concurrent Admissions Program (CONAP) and each high school to promote the Armed Services Vocational and Aptitude Battery-Career Exploration Program (ASVAB-CEP).
- b. Schedule the Company Commander to visit each school during the school year.
- c. Identify Military Friendly, prior service, or USAR faculty members that may be helpful to recruiters.
- d. Identify all schools with Reserve Officer Training Corps (ROTC) and Junior Reserve Officer Training Corps (JROTC) programs.

3. Establish recruiting goals.

- a. Obtain Future Soldier enlistment goals for all assigned schools from the Company Commander.
- b. Develop a prospecting plan to meet contact milestones for each assigned school and support Future Soldier goals.
- c. Verify monthly recruiting operations in each school.
- d. Validate the scheduling of recruiting operations using appropriate recruiting tools.
- e. Validate contact milestones are met IAW command guidance and the center's recruiting operation plan (ROP).
- f. Review all school folders In School Zone to ensure scheduled activities and enlistment goals are being met.
- g. Identify schools not achieving contact milestones and develop a COA to correct any shortfalls.
- h. Establish an awareness of the School ASVAB in every high school.

4. Achieve the established objectives for:

- a. Establish an Army presence.

- b. Synchronize recruiting activities that will influence and expand the school market.
- c. Develop and implement competitive products that will meet the needs of the students.
- d. Increase enlistments in the Regular Army (RA) and United States Army Reserve (USAR).
- e. Continue programs that support market production of high school diploma graduates.
- f. Expand the mutual support that exists between the United States Army Recruiting Command (USAREC) and the United States Army Cadet Command (USACC).
- g. Identify resources such as, Total Army Involvement in Recruiting (TAIR), Mission Support Battalion (MSB) exhibits, and other local marketing resources that can be used to support the yearly school plan found in Company Synchronization Matrix.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score the Soldier GO if all performance measures are passed (P). Score the Soldier NO GO if any performance measure is failed (F). If the Soldier scores NO GO, show the Soldier what was done wrong and how to do it correctly.

Evaluation Preparation: This task may be evaluated by using the evaluation guide and/or administering the performance test Evaluation Guide. If the task is performed on the job, use the materials listed in the CONDITIONS statement above. This task can be evaluated by using the evaluation guide.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Gained intelligence needed to establish an understanding of each school.			
a. Visited each school at the beginning of the school year to visit important COI/VIPs, and introduced new recruiters so they became familiar with the campus and the school's policies and procedures.			
b. Validated that the recruiting center was linked to all assigned schools through social media networks.			
c. Obtained directory information as soon as available, preferably before the start of each semester/quarter.			
d. Ensured student directories were loaded into the Advanced Lead Refinement List (ALRL) in the recruiter's workstation.			
e. Planned training to ensure all recruiters are familiar with USAREC Reg 350-13 and Company Level School Recruiting Plan.			
f. Ensured Recruiters updated schools' information in the School Zone folders.			
2. Assessed the school's environment and establish objectives.			
a. Identified each college to promote the Concurrent Admissions Program (CONAP) and each high school to promote the Armed Services Vocational and Aptitude Battery-Career Exploration Program (ASVAB-CEP).			
b. Scheduled the Company Commander to visit each school during the school year.			
c. Identified Military Friendly, prior service, or USAR faculty members that may be helpful to recruiters.			
d. Identified all schools with Reserve Officer Training Corps (ROTC) and Junior Reserve Officer Training Corps (JROTC) programs.			
3. Established recruiting goals.			
a. Obtained Future Soldier enlistment goals for all assigned schools from the Company Commander.			
b. Developed a prospecting plan that met contact milestones for each assigned school and supported Future Soldier goals.			
c. Verified monthly recruiting operations in each school.			
d. Validated the scheduling of recruiting operations using appropriate recruiting tools.			
e. Validated contact milestones were met IAW command guidance and the center's recruiting operation plan (ROP).			
f. Reviewed all school folders In School Zone to ensure scheduled activities and enlistment goals were being met.			
g. Identified schools not achieving contact milestones and developed a COA to correct any shortfalls.			
h. Established an awareness of the School ASVAB in every high school.			
4. Achieved established objectives for:			
a. Established an Army presence.			
b. Synchronized recruiting activities that influenced and expanded the school market.			
c. Developed and implemented competitive products that met the needs of the students.			
d. Increased enlistments in the Regular Army (RA) and United States Army Reserve (USAR).			
e. Continued programs that supported market production of high school diploma graduates.			
f. Expanded the mutual support that existed between the United States Army Recruiting Command (USAREC) and the United States Army Cadet Command (USACC).			
g. Identified resources such as, Total Army Involvement in Recruiting (TAIR), Mission Support Battalion (MSB) exhibits, and other local marketing resources that were used to support the yearly school plan found in Company Synchronization Matrix.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-0	Recruiting Operations	Yes	No
	USAREC MANUAL 3-01	The Recruiter Handbook	Yes	No
	USAREC PAM 350-13	School Recruiting Program Handbook	Yes	No

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None